

Torrance Herald

Published Every Friday by THE HERALD PUBLISHING COMPANY Torrance, California

Published weekly at Torrance, California, and entered as second-class matter January 30, 1914, at the post-office at Torrance, California, under the Act of March 3, 1879.

OFFICIAL PAPER OF THE CITY OF TORRANCE

C. P. ROBERTS, Publisher and Owner

Subscription Rates in Advance

One Year, \$2.00 Single Copies, 5c

MISUNDERSTOOD MOTIVES

Traffic congestion and reckless driving is causing the automobile to be looked upon as a thing of torture to human flesh.

Desdemona, pictured by Shakespeare as a beautiful, innocent, and well-intentioned young woman, was killed by her husband, who later ran a dagger into his own heart when he discovered he had misunderstood his wife's motives in speaking a good word for his discharged lieutenant.

Not all misunderstood motives lead to such a dramatic climax as is found in Shakespeare's "Othello," however. The fancied slight may be borne stoically with no attempt at retaliation.

Men in public life, ministers, editors, and others, are acutely aware of this habit of misunderstanding one's motives.

The editor is condemned both for commission and omission if his motive is misinterpreted. An advertiser may think his rival had too much space given a social function and suspect the editor of having a motive of partiality.

NEW STORE ROOMS

The number of new business buildings erected in Torrance since the first of the year has caused considerable discussion as to the genuine need of so many store rooms.

Torrance cannot hope to compete with surrounding towns, to say nothing of Los Angeles, without having every line of trade well represented.

To keep Torrance people buying in Torrance and attract trade from surrounding territory the usual array of stores found in an up-to-date city are required.

Owing to limited store rooms, "doubling up" of businesses has been resorted to in the past. The new store rooms are eliminating this detriment to the expansion of retail business in the city.

For a time some of the new business firms may affect some of the older established stores, but the new business coming with the rapidly increasing population will more than offset this temporary loss of trade.

Keeping a large army in case of war works out about like keeping a large supply of matches in case of a gas leak.

The average citizen knows by this time that trouble is about the only thing you can borrow without gilt-edge security.

Every time we see a man making a monkey of himself we can't help wondering if Darwin wasn't about half right.

OUR REALTORS

If proof is needed to establish the fact that Torrance is a live city, one need but scan the list of real estate firms that have been established here since January 1.

There are still some persons who do not appreciate the benefits to a community of having a strong team of men who make a specialty of bringing together buyer and seller of real earth.

Human nature is as weak in the real estate office, probably as, say, the store, the factory or on the ranch, but there is a higher professional ideal among real estate brokers and salesmen than ever before.

Regardless of the individual opinions as to the need of dealers in real estate, the fact remains that without their assistance the number of human beings in California would be considerably less and the number of unproductive acres would be materially greater.

Until recently, Torrance has suffered by the lack of competition in real estate selling. More boosters, men who could look into the future and have the courage to interpret the prospects of the city were needed.

While there is legitimate competition among the various real estate firms of the city, a common desire for the interest of Torrance has caused these men to pool their interest to make the wonderful opportunities of Torrance known.

SALT AND IRON

In the colonial days when the tide of pioneers was setting toward the West, an important factor in directing the course of settlement was salt.

What salt was to the development of the pioneer settlement, iron ore is to the expansion of modern industries.

The West has been handicapped by a lack of raw iron. The Columbia Steel Corporation own and are developing iron ore deposits of immense extent at Provo, Utah.

The outstanding fact is that an unlimited supply of iron and steel material in Torrance will act as an economic magnet to draw various additional industries here.

A RECORD-BREAKER

From all over the country come reports of unusual building activity and everywhere it is predicted that there are going to be more new homes erected in the United States this year than during any year since 1914.

Things could be worse. If you get restless this spring just think of the fellows in jail.

"LEST WE FORGET"

(By FRED REES)

Torrance citizens are invited to share in an everlasting memorial to our sacred dead who sleep in Flanders Field.

The American Legion is conducting a Graves Endowment Fund which will make certain the annual decoration of the graves of our heroes who will sleep forever on foreign soil.

Torrance has a boy of her own who will sleep forever in Belgium. "Bert," the son of Mr. and Mrs. Frank W. Crossland, whom this Post of the Legion is named in honor of, was killed in Waerenghen, Belgium, during an air raid.

Mothers and fathers of the men who lie in American cemeteries in Europe were among the first to respond to the call of the Graves Endowment Fund.

Word from overseas indicates that this year Memorial Day in France and all parts of Europe will be observed more impressively than ever before.

All societies and organizations with a heart, as well as any citizen, who wishes to contribute to the glorious enterprise may send their contribution to the commander of the local Post of the American Legion.

We have just heard of a new stunt being tried out by the people of cities and town in Arizona. There the newspapers, preachers and teachers, in fact most everyone who has occasion to talk to the public is pleading with Arizona people to buy goods manufactured or produce grown in Arizona in preference to things made and grown in other states.

Those backing the movement contend that if every state would do this it would be worth a great deal to the entire country, because people would not only buy just as much but would save on many articles that are made or grown at home, yet which cost more when shipped in from a distance.

Not only that, but they argue that it would tend to keep the people of the state more generally employed.

We believe it is a good plan, and feel sure that you will agree if every state adopted it, it would work to the advantage of all. It would mean the development of a lot of advantages which we are now overlooking, but which folks in other states are taking advantage of. It would encourage factories in states that have a lot of factories to move to states where a greater measure of co-operation and a certain market exists.

Some pay their subscriptions when due. Others, when overdue. Some never do. How do you do.

SUBSCRIPTIONS

Frank Gibson, of the post office force, and family have moved into their new home recently completed on Carson at Amapola avenue.

CLIMB THE LADDER OF THRIFT TO SUCCESS. "OPPORTUNITY" NEVER WAITS FOR "PREPARATION". "BE PREPARED". First National Bank of Torrance, Calif.

Omar Has Nothing On Us. Venetian Blinds, Austrian Shades, Valances. Hawthorne Awning Co., Hawthorne, Calif.

MARVEL ANTI-Exterminator. Positive relief for the home, hotels, nurseries, gardens and orchards. H. Frey, Agent. 3149 W. Miller, Lomita.

Orange Brand and Besgrade Products. Poultry, Bird and Animal Feeds, Hay, Grain, Seeds, Fertilizers, Coal and Wood. DELIVERIES DAILY. TORRANCE FEED & FUEL CO. 1803 Cabrillo St. Phone 116 Torrance.

DYER'S SERVICE STATION. ACCESSORIES GAS, OILS GREASES. McClaren Cords, Ajax Tires and Tubes, JACK YOUNG, Mgr. Free Air, Water, Battery Service.

OUR STAMP OF SERVICE. WHY NOT MAKE IT YOURS. G. A. CARVILL, Electrical Contractor. 2842 Weston Street, Lomita, Calif.

Real Estate. For Lomita Property and Information See J. A. Smith, Original Tract Agent.—The Man who spends all his Time and Money to Make Lomita Property More Valuable. Telephone 179-J-11, Lomita.

THE BANDBOX. Beautiful Hats for all occasions. Remodeling a specialty. Alice V. Cary, 1103 Narbonne Ave.

EVANS & CLARK. CEMENT CONTRACTORS. GENERAL CONCRETE CONSTRUCTION WORK. Estimate Free Upon Request. CURBS, SIDEWALKS, FOUNDATIONS, CHIMNEYS, FLOORS, &C. BY CONTRACT. Phone 177-W, 1729 Cabrillo Ave., Torrance.

'T STRANGE (By H. M. R.) Now Here is truth But not poetry Because the Golden poppies Luxuriantly growing And the "paint-brushes" Like clover blossoms Nodding in the Afternoon breeze And the Lavender and white Flowers of the Wild radish Along with The wild oats Out-topping by far Real estate signs On vacant lots Have all been Leveled to earth By the city's Cruel mowing machine. —By HY.